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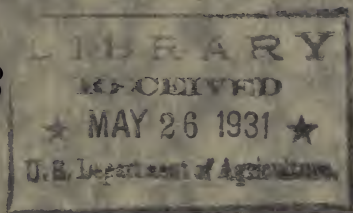
1927

Received

# THE GLAD BOOKLET

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1928



DECORAH GLADIOLUS GARDENS

DECORAH, IOWA

U. S. A.



## READ THIS FIRST

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All the varieties listed in this booklet are our own productions. We grow nothing else.

We advise you to send us your order early, as the stock of some of our finest varieties is limited.

We send out only young, strong, clean, healthy bulbs, true to name. We consider bulbs  $1\frac{1}{4}$  inch up good blooming size.

We do not ship bulbs during December, January and February except at special request by buyer and at his risk. At other times, fall or spring, we guarantee safe delivery.

No orders will be accepted after May 1st.

The prices quoted in this booklet include postage or express charges to all points within U. S. and Canada.

Orders amounting to less than \$1.00 not accepted.

Remittance must accompany all orders.

**To our friends in Canada:** We do not ship bulbs to Canada in the fall but book orders up to April 1st—not after that date. Send the number of your import permit with your order. All Canadian orders will then be shipped as soon as the bulbs are inspected by our state entomologist in accordance with the Canadian Insect Pest Act.

Customers outside of the United States are respectfully asked to remit by international money order or draft on New York or Chicago banks, made out in American money.

Write your name and address very, **very** plainly.

Don't throw this booklet away after having made out your order. Show it to your friends and talk it over.

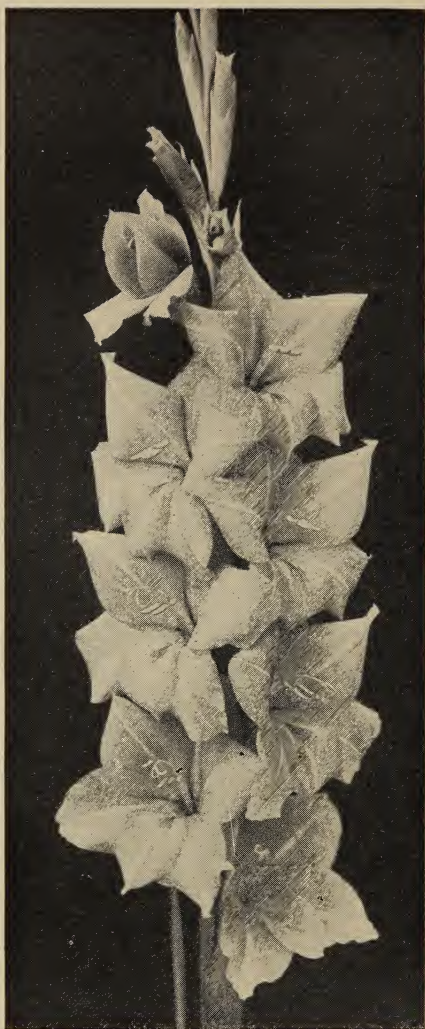
Don't fail to read what "the other fellows" say of our varieties on the last pages of this booklet. They know.

Our varieties are now grown and known in Japan, China, Philippine Islands, Hawaii, Cuba, Australia, New Zealand, Tasmania, also in England, Holland, France and other European countries, and, of course, in every state in our own U. S. and in every province in Canada.

**References:** Decorah State Bank, Decorah, Iowa.

**DECORAH GLADIOLUS GARDENS**

**Box 257, Decorah, Iowa, U. S. A.**



*Longfellow*

## Longfellow

Very few new glads, if any, have made such a great hit all over the land as **Longfellow** has the last couple of years. It has won a place as one of the very finest pink varieties of recent introductions. It is a Carmen Sylva seedling and has the same tall, slender wiry stem as its parent, never crooked. Color, a lovely La France pink. Flowers large, wide open, of good form and perfectly arranged on the spike, and with up to eight blooms open at one time it is a sight to behold. Stands heat and bright sunlight very well. Several florists have told us that as a cutflower and a florists' variety Longfellow has no equal. There is only one cheap thing about it: the price.

Better let the other fellows say what they think of it. Here is a comment by a well known expert in Ontario:

"The most serious defect of our present varieties in general is poor placing and arrangement of flowers on the spike. The illustration of **Longfellow** in the Decorah catalog is a model to aim at in breeding, and this variety stands out above all others of my acquaintance for perfect placing and arrangement."

—J. W. CROW, Ontario, in an article in the A. G. S. Official Bulletin for September, 1927.

And here is what one of the most experienced growers in the East has to say about it:

"I predicted that **Longfellow** would be heard from in the show room and this variety has certainly caught the fancy of the experts. Watch the stampede for it."  
—LOUIS G. ROWE, New Hampshire.

Michigan of the same opinion:

"**Longfellow** is the variety I thought best of all. For a pure colored bloom I know of no better. It was just great and a variety that you can well be proud of."—G. W. THACKER, Mich.

LONG, of course, knows all about Longfellow:

"Now that I have got my share of **Longfellow** I will tell you something that I have had on my mind for some time: You have something great in this glad. Worth \$5.00 easily. Longfellow seems to be brimming over with pep."—J. D. LONG, Colo.

**Bulbs, 1¼ inch up, each 50c; per dozen \$5.00.**





*Trilby*



## Jane Addams

This new lavender variety has already caused a stir among glad fans almost equal to Longfellow. It was exhibited for the first time at the Midwest Gladiolus Show, Des Moines, 1926, and the lone spike among the tens of thousands was the center of attraction, or rather it shared the attraction with the other new lavender, Miss Des Moines. At last year's Show we had no spike to exhibit but almost everybody asked about it. One grower told us, that he had blooms of Jane Addams last summer measuring  $7\frac{1}{4}$  inch. We told that to another grower and he remarked: "Oh well, I can go him one better; I had a bloom of Jane that measured  $7\frac{3}{4}$  inch and it was a sight." The color of Jane is soft phlox pink with white throat but it belongs rightfully in the lavender class. Like many other varieties of delicate color it is apt to become flaked in sultry weather or sudden change in temperature, but when the color comes clear, as it usually does, it is hard to find anything to equal it. Stock rather scarce yet although it is a very good multiplier. You will hear a whole lot more about Jane Addams in years to come.

**Bulbs, one inch up, each \$1.00; dozen \$10.00.**

## Trilby

If you want to win one of the biggest prizes at any show just put up a good vase of Trilby and you will be about as sure as you possibly can be. It is another darling, and practically everything lovely that has been said about Jenny Lind can with equal justice be said about Trilby, although the two are entirely different. Stock has so far been scarce and it has, to our knowledge, never been exhibited, but it will surely be heard from in the show room some day. — Color light buff, rich yellow throat, a very pleasing and refined color combination. Many beautifully ruffled flowers open at one time and perfectly placed. Stem very tall and strong. Make up a bouquet of Trilby and Jenny Lind and you will have something hard to beat.

**Bulbs,  $1\frac{1}{4}$  inch up, each \$1.00; dozen \$10.00.**



*Miss Des Moines*

## Miss Des Moines

*(Reprint from the 1927 Glad Booklet)*

Here is how it all happened — as told by the Des Moines Register for September 2, 1926:

"The champion seedling of the Midwest Gladiolus Show will be named **Miss Des Moines**, officials announced last night. Kristian Prestgard of Decorah, owner of the prize lavender seedling, has consented to relinquish the Sisson prize, which the seedling had won, and allow the new flower to carry the name of **Miss Des Moines**. The seedling, which has been described by officials as a pure, clear lavender with lighter throat and with many blossoms open at one time, will make this city famous, according to L. Earl Foglesong, and it was characterized as of first quality by C. E. Houdyshel of La Verne, Calif., who judged the show.

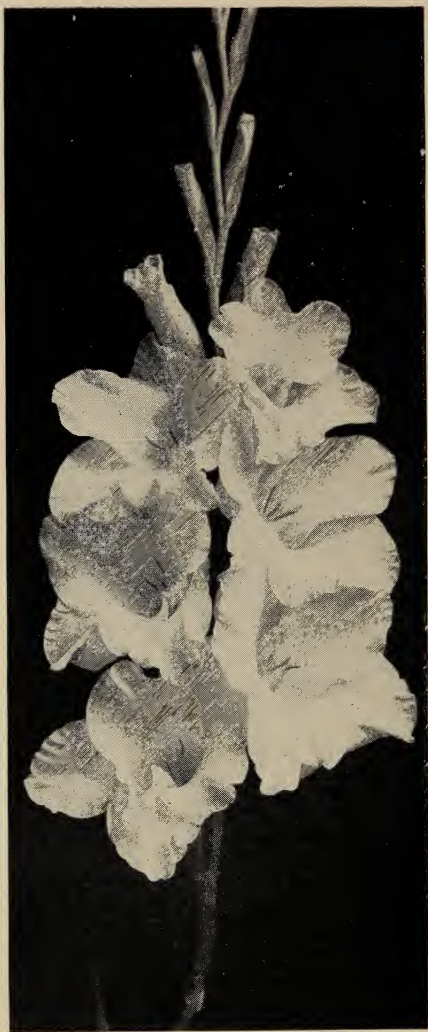
In consenting to give up the Sisson prize Mr. Prestgard loses the \$100.00 cash prize. given by Mr. Sisson. Other requirements which he relinquished were the naming of the variety Marietta Sisson and the right to sell bulbs at \$100.00 a bulb for three years.

Des Moines growers were jubilant last night when told the new seedling was to carry the name **Miss Des Moines**. The new bloom has been the center of attraction among all growers at the show, they said. "I consider this new seedling the finest I have ever seen," Mr. Foglesong, who acted as judge at the national show, declared last night. "Mr. Prestgard has done Iowa and Des Moines a great service in allowing us to name his gladiolus." The naming of this prize seedling completes a two years' effort to find a perfect seedling and give it the name of Des Moines."

The color of **Miss Des Moines**, according to Ridgway's Color Standards, is pale lilac, shading to light liseran purple towards the edges. Throat light Marguerite yellow. In everyday English it would be called clear lavender, deeper at the edges of petals and fading to almost white in the center. The soft and very delicate colors blending harmoniously. Eight blooms usually open at one time and regularly placed. Stalk tall and always erect.

**Bulbs, one inch up, \$25.00 each.**

*Only a very few bulbs to spare this year.*



*Miss Decorah*

## SOME GLORIOUS GLADIOLI

The letter (H.) in parenthesis after name indicates that the variety is originated by Dr. Hoeg and (Mrs. H.) by Mrs. Dr. Hoeg, while Mr. Prestgard is responsible for those marked (P.).

It is not our aim to fill the Glad Booklet with as long a string of gladiolus names as possible. We could have had a whole book full by now if we had wanted to. It is not the greatest possible number of varieties but the best possible quality we are after. This year we introduce eleven new varieties, but at the same time discard six of our oldest ones which we do not consider measure fully up to the modern requirements any more. And so we start our twenty-fifth glad year with 48 varieties in our Booklet. Years ago we pledged ourselves never to list over fifty varieties, but—it looks as it may prove hard to stick to that pledge in the long run. Well, here are the eleven:

**CHARLES LINDBERGH.** (P.) This is one of the aristocrats in the glad family. Color clear hermosa pink with large naphtalene yellow, almost white, blotch in the throat. Very large flowers of good texture and striking beauty. Stem exceptionally tall and wiry and a strong grower.

**Each \$5.00. Six for \$25.00.**

**CLOWN.** (P.) This is a rather queer fellow. Color orange pink, feathered or mottled scarlet. Back of petals true scarlet. A very peculiar combination of colors. Not many flowers open at one time. We did not call it beautiful, but it is so odd that it is almost pretty. Try it in a bouquet.

**Each 50c. Dozen \$5.00.**

**HOMESTAKE.** (P.) Ground color rich pinard yellow, veined cornelian red, the lines getting somewhat heavier towards the edges. Colors can be given only approximately as we can not find the exact colors in Ridgway. The general effect is a deep, rich orange flower. This variety was awarded the A. G. S. Trophy for the best new seedling at the Midwest Show at Des Moines, Iowa, 1927.

**Each \$2.00. Six for \$10.00.**

**HONEYDEW.** (P.) A lacinated primulinus of rare beauty. Color light orange yellow with salmon orange splashes, deeper towards the edges. An exceptionally rich and refined color. Only few flowers open at one time. Each bulb often throws three stalks and each stalk three almost equally tall spikes, making nine spikes from one





*Lincoln Ellsworth*



bulb. A real unique variety both as to color, form and habit.—We have for about nine years worked with lacinated types of our own originations and have now several fine varieties in different colors. Of these Honeydew is the first one to be introduced. We consider it a real acquisition for those who like the dainty prim.

**Each \$2.00. Six for \$10.00.**

**LINCOLN ELLSWORTH.** (P.) This is one of the Giants of the glad tribe. Immense white flowers of robust substance. Throat streaked and dusted purple and tips of petals usually flaked with the same color. Many flowers open at one time, forming a real bouquet by itself, borne on a very tall and strong stem. A very robust grower and a real grand new white. (See cut page 10.)

**Each \$2.00. Six for \$10.00.**

**MADAME NORENA.** (P.) Very light flesh pink, almost white, splashed with deeper pink at edges. Throat very rich, clear barium, yellow, the two delicate colors blending harmoniously, making an exceptionally pleasing combination. Wide open flowers of good substance and beautifully ruffled edges. Many open and perfectly arranged. One of the finest of later years' creations. Quite early; a strong grower and good multiplier.

**Each \$5.00. Six for \$25.00.**

**MILDRED DORAN.** (H.) A lovely orange pink flower, shading to sulphure yellow in the throat. Many regularly placed flowers open at one time. A very pleasing color and beautiful spike.

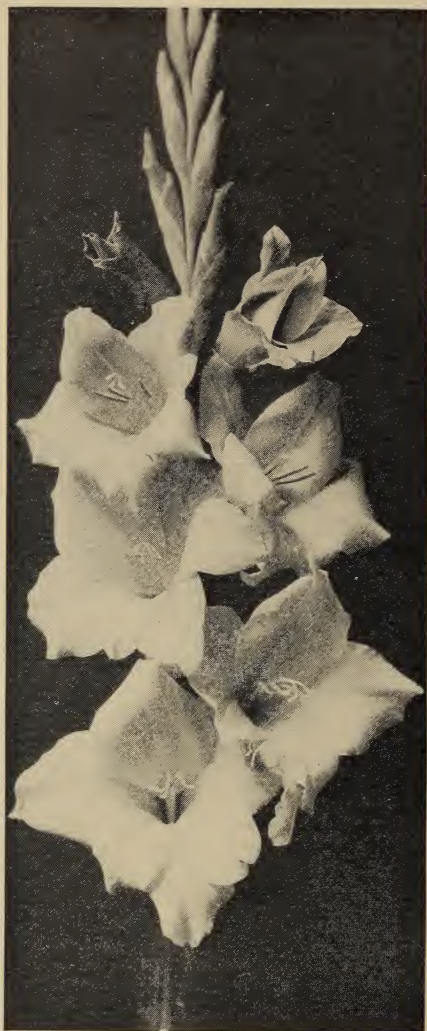
**Each 50c. Dozen \$5.00.**

**MISS DECORAH.** (P.) This is surely a dainty Miss. Color a pure white, sometimes faintly splashed lilac at edges. Throat shading to ivory yellow, slightly feathered lilac. Large, wide open, finely ruffled flowers of good substance, good many open at one time and perfectly placed. Before opening up the buds have a creamy tint. Stem medium tall. This truly fine new variety, which probably could be described as a ruffled Carmen Sylva, is a worthy addition to the new ruffled tribe. (See cut page 8.)

**Each \$5.00. Six for \$25.00.**

**MONTENEGRO.** (P.) Color rich dark carmine, still darker throat with two white bands. Buds almost black. A very showy velvety dark red glad with large flowers of strong texture. A greatly improved Black Joe and one of the very darkest varieties. (See cut page 14.)

**Each \$2.00. Six for \$10.00.**



*Spring*

**SIR KARL.** (P.) Color beautiful clear geranium pink with cream blotch in the throat. A very large and showy glad, admitted by Gersdorff into the super glad class. Tall stem, strong grower and a good multiplier.

**Each \$1.00. Dozen \$10.00.**

**SPRING.** (H.) Color clear eosine pink with pure white throat. Large, regularly placed flowers and many open at one time. A large bouquet of Spring makes quite a show by itself. (See cut page 12.)

**Each 50c. Dozen \$5.00.**

## **And these are not old either**

**BEN BOLT.** (P.) Eosine pink, beautifully flaked scarlet. Light yellow throat. Many blooms open at one time. Very showy and excellent for design work.

**Each 25c. Dozen \$2.50.**

**BLACK JOE.** (P.) A very dark, rich glowing crimson. A fine, self-colored variety. Very popular. Just see what it will do in a bouquet.

**Each 10c. Dozen \$1.00.**

**BLUE JACKET.** (Mrs. H.) Bluish violet, darker in the throat. A real good blue.

**Each 50c.**

**BUFFALO BILL.** (H.) Phlox pink, barium yellow throat. Tall and stately. Large flowers. This variety will be classed among the aristocrats of the gladiolus tribe when it becomes better known. One of the very tallest and strongest in the lavender class. (See cut page 24.)

**Each \$1.00. Dozen \$10.00.**

**CARMEN SYLVA.** (P.) Pure snow-white, throat slightly penciled lilac, almost self. Stem tall and slender but wiry and strong, always straight. Excellent for cutting. Considered by many experts the most dependable and satisfactory of all whites. Can stand almost any kind of weather.

**Each 15c. Dozen \$1.50.**

**CHICAGO SALMON.** (H.) Deep salmon pink, throat suffused with yellow. Very attractive and makes a beautiful bouquet. Excellent florists' variety.

**Each 10c. Dozen \$1.00.**

**CYNTHIA.** (H.) Clear hydrangea pink shading to pale greenish yellow in the throat. A very pleasing color and a perfect spike with blooms perfectly placed. An excellent variety for every purpose. (See cut page 30.)

**Each 50c. Dozen \$5.00.**



*Montenegro*

**DAISY.** (Mrs. H.) White, light yellow throat, streaked lilac. Quite early. Fine.

**Each 10c. Dozen \$1.00.**

**DOROTHY VERNON.** (H.) Color, clear Marguerite yellow with baryta yellow throat. A stately spike, strong grower and very prolific. Quite early. One of the very finest in the light yellow class. Introduced last year. (See cut page 17.)

**Each \$1.00. Dozen \$10.00.**

**DR. MAYO.** (H.) Pale amaranth pink, barium yellow throat. Large, wide open flowers with clear and very attractive color. This is another lavender that has won the hearts of many glad fans.

**Each \$1.00. Dozen \$10.00.**

**GETTYSBURG.** (H.) Rich velvety carmine, throat darker. Large, round, well shaped flowers. Tall, slender stem. A very showy variety that attracts attention wherever grown or shown. (See cut page 31.)

**Each 50c. Dozen \$5.00.**

**GERTRUDE EDERLE.** (P.) Clear colonial buff practically a self. Petals slightly wavy. This is a primulinus grandiflorus of great size and beauty. Stem very tall when well grown. Introduced last year.

**Each \$1.00. Dozen \$10.00.**

**GOLD.** (H.) Pure golden yellow, throat a shade deeper, slightly dotted and streaked, almost self-color. Large flowers, many open at one time and perfectly placed. A grand variety. Still considered by many experts the best yellow gladiolus ever produced. (See cut page 28.)

**Each 15c. Dozen \$1.50.**

**GRACE E. KIMBALL.** (P.) Pale Hortense violet, rich dark velvety blotch of hyacinth violet. A very fine blue and extra strong grower with fine, healthy bulbs.

**Each \$1.00. Dozen \$10.00.**

**HAVANA.** (H.) Light lilac, cream colored throat, streaked darker lilac. Very large blooms. One spike alone makes quite a bouquet.

**Each 50c. Dozen \$5.00.**

**HAZEL DAWN.** (H.) An unusual strawberry pink color, throat lighter and dotted carmine. Extraordinary long spike with a large number of florets. Winner of many first prizes. The strongest grower of all.

**Each 30c. Dozen \$3.00.**

**IMPERIALIS.** (No. 555 — Mrs. H.) Light mallow purple, cream throat. Very large flowers.

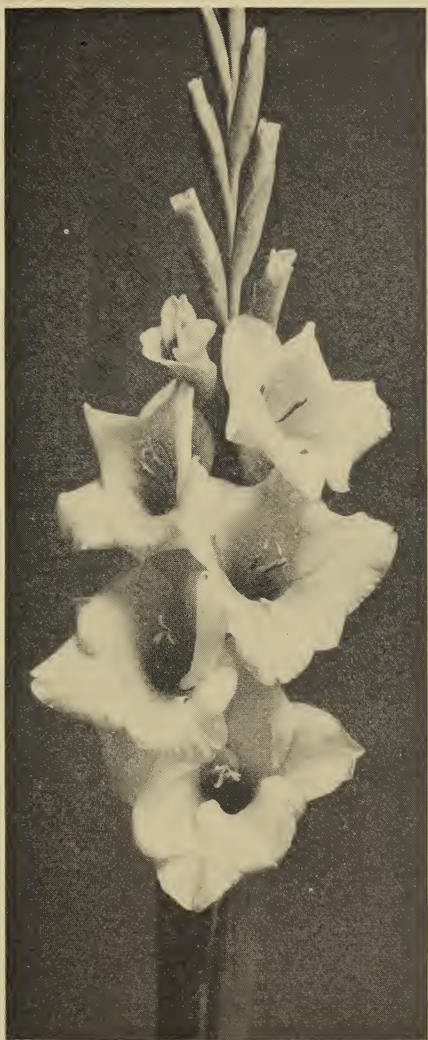
**Each 50c. Dozen \$5.00.**





*Priscilla*





*Dorothy Vernon*



*Jap Lady*

**IRMELIN.** (P.) Bright scarlet, light yellow throat (colonial buff), medium sized flowers, but many open at one time, forming a showy spike.

**Each 25c. Dozen \$2.50.**

**JANE ADDAMS.** (P.) Soft phlox pink, white throat. Very large flowers of a wonderful clear soft color. Like many other varieties of delicate color it is apt to become flaked in sultry weather or sudden change in temperature. Medium tall. Was shown for the first time at the Midwest Gladiolus Show, Des Moines, 1926, and was the center of attraction there. (See page 5.)

**Bulbs, one inch up, each \$1.00. Dozen \$10.00.**

**JAP LADY.** (P.) Bishop purple, velvety blackish purple blotch in the throat. A unique and very attractive color. Extra fine in a vase with whites or yellows. This new Bishop purple variety has created quite a stir wherever grown or shown. It is without doubt the most remarkable color ever seen in any gladiolus—"exceedingly pleasing odd," as one expert puts it. Being a near relative of the now almost extinct Badenia, the bulb has its peculiarities and is not pretty to look at. The husk is thin and falls off easily. Still, it will not only grow but even produce a stronger and sturdier stalk than most varieties in the purple or blue shades. We advise you to plant it in rather loose, sandy soil that has not been fertilized lately and where glads have not been grown before. Especially keep horse manure miles away from it. (See cut page 18.)

**Bulbs, one inch up, each 50c. Dozen \$5.00.**

**JENNY LIND.** (H.) Pure, soft apricot pink, throat pale yellow, the two colors blending to perfection. Many blooms open at one time. An exceedingly refined and attractive variety that should not be lacking in any garden. It is our impression that there are not many varieties of gladioli existing to-day that have won the hearts of so many good, glad people as Jenny Lind. If there ever was a truly lovely flower among the gladiolus tribe, this is the one. It is a "peaches-and-cream" affair and the wonderful perfect blending of the two delicate colors can not but appeal to everybody who understands and appreciates the beauties of nature. It impresses one as something pure, noble and refined, reminding one of the great nightingale whose name it carries. (See cut page 26.)

**Each 20c. Dozen \$2.00.**

**JUMBO.** (P.) Deep pink, throat amber-white, sprinkled carmine. Many large blooms open at one time.

**Each 10c. Dozen \$1.00.**



*Mrs. Kr. Prestgard*

**LONGFELLOW.** (P.) La France pink. A pleasing color. Many large, wide open flowers. Tall, slender wiry stem. A Carmen Sylva seedling. Excellent for cutting. Has made a great hit the last two seasons. (See pages 2 and 3.)

**Each 50c. Dozen \$5.00.**

**MARCONI.** (H.) Rose purple, aster purple blotch. Slightly ruffled. A very bright and attractive flower.

**Each 50c. Dozen \$5.00.**

**MARION TALLEY.** (P.) Color light salmon orange, a shade deeper on outside of petals. Towards the center it shades to a yellowish tint, slightly dusted red. This is a new primulinus of exquisite beauty.

**Each \$1.00. Dozen \$10.00.**

**MISS DES MOINES.** (P.) Color pale lilac, shading to liseran purple towards the edges. Throat light Marguerite yellow, almost white. In everyday language it would be called clear lavender, gradually fading to white in the center. Usually eight good sized blooms open at one time. Tall and erect, strong and healthy. This variety was awarded the Sisson prize of \$100.00 at the Midwest Glad Show, Des Moines, 1926, but this prize was relinquished in order to have it named Miss Des Moines. Very few bulbs to spare. (See pages 8 and 9.)

**Bulbs, one inch up, \$25.00 each.**

**MONTEZUMA.** (H.) Rich, dark crimson-carmine, flaked black, maroon throat, mottled yellow. Large flowers. Very fine and showy. One of the very best dark varieties.

**Each 15c. Dozen \$1.50.**

**MRS. KR. PRESTGARD.** (P.) Pure snow-white without any trace of markings. Blooms of good substance, many open at one time. We believe that this variety is one of the very finest and all around most satisfactory of all white glads. It is as pure and white as Europa and as strong and sturdy as Peace when grown right. And the white in Mrs. Kr. Prestgard IS white, snow-white, not cream or gray or milkwhite. Seven or eight immaculate lily-like flowers open at the same time. Stands bright sunlight better than most whites. (See cut page 20.)

**Each 50c. Dozen \$5.00.**

**NORMA TALMADGE.** (H.) Clear sulphur yellow, almost self-color. Large blooms and many open at one time, forming a beautiful perfect spike, practically all the buds show color at the same time. A truly fine variety. (See cut page 22.)

**Each \$1.00. Dozen \$10.00.**





*Norma Talmadge*



**POCAHONTAS.** (H.) Carmine-purple with a lemon-yellow throat, blotched plum-violet. An excellent, deep attractive color.

**Each 25c. Dozen \$2.50.**

**POLLYANNA.** (P.) Clear, rich, golden yellow, almost self. Blooms medium size. Many open at one time and always perfectly placed. Finely waved petals. A very beautiful yellow.

**Each 10c. Dozen \$1.00.**

**PRISCILLA.** (P.) Light Congo pink with spinel red blotch. A rather unusual color combination. Perfectly placed flowers of good size, wide open and slightly ruffled; many open at one time. You should not omit Priscilla from your list. (See cut page 16.)

**Each 75c. Dozen \$7.50.**

**REGALIS.** (Mrs. H.) Light lavender pink (mauvette), creamy throat. Very large, wide open flowers. A very beautiful clear lavender glad.

**Each 50c.**

**TANGO.** (H.) Deep crimson-carmine with darker throat. A good dark red.

**Each 20c.**

**THEDA BARA.** (H.) White, feathered light pink, throat flushed rose on amber-white. Large flowers with wavy edges of petals. Makes a beautiful bouquet. An excellent florist variety.

**Each 10c. Dozen \$1.00.**

**TITANIC.** (H.) Lilac purple with a white line through the center of the lower petals. A very distinctive and rare color. Very large wide open flowers. A grand variety.

**Each 20c. Dozen \$2.00.**

**TRILBY.** (P.) Light buff, pure rich yellow throat. Beautifully ruffled. Many perfectly placed flowers open at one time. Exceedingly delicate and refined. Stem tall and strong. This is another darling that will make the glad fans stand up and take notice, when it becomes better known. We consider it one of the most refined of all our varieties and that's going some. (See pages 4 and 5.)

**Each \$1.00. Dozen \$10.00.**



*Buffalo Bill*

# COLLECTIONS

These collections are made up mostly for the benefit of beginners in the Glad Game.

## Collection No. 1.

Twelve bulbs of each of our so-called Great Trio, Gold, Jenny Lind and Carmen Sylva (list price \$5.00), **\$4.00.**

## Collection No. 2.

Three bulbs of each of the 12 varieties listed at 10c to 20c list price \$4.95), **\$4.00.**

## Collection No. 3.

One bulb of each of 15 varieties listed at 25c to 75c — Novelties for 1928 not included (list price \$6.80), **\$5.50.**

## Collection No. 4.

Three bulbs of each of the same 15 varieties (list price \$20.40), **\$15.00.**

## Collection No. 5.

One bulb of each of the 9 varieties listed at \$1.00 — Novelties for 1928 not included (list price \$9.00), **\$7.25.**

## Collection No. 6.

One bulb of each of the 8 varieties listed among Novelties for 1928 at 50c to \$2.00 (list price \$10.50), **\$8.50.**

## Collection No. 7.

One bulb of each of the three varieties listed among Novelties for 1928 at \$5.00 (list price \$15.00), **\$13.00.**

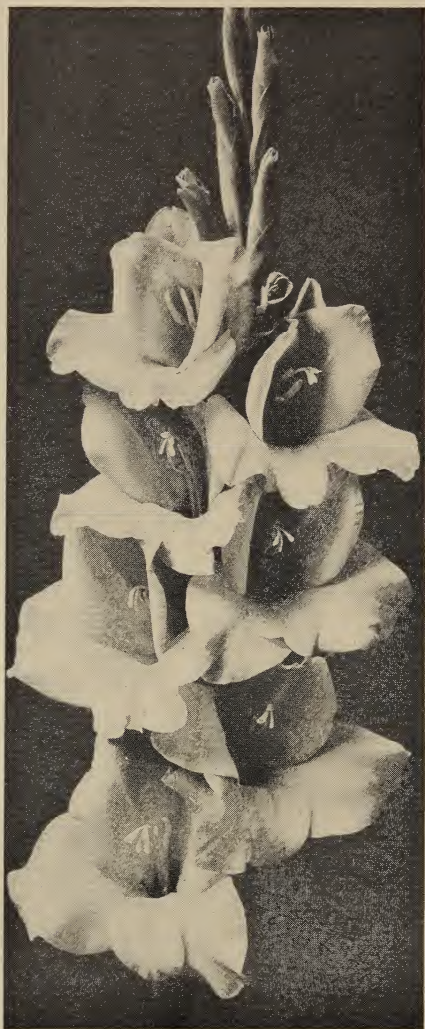
## Collection No. 8.

One bulb each of the entire set of Novelties for 1928, eleven varieties (list price \$25.50), **\$21.00.**

## Collection No. 9.

If you send us from \$2.00 to \$10.00 and allow **us** to make the selection for you, we guarantee to send you named varieties to the value of double the amount sent us. For instance: If you send us \$5.00 for Collection No. 9 it means that you are going to receive bulbs to a total list price of \$10.00 and each variety properly labeled.

*Please order collections by number.*



*Jenny Lind*

## WHAT THE OTHER FELLOWS SAY THEY KNOW

We could print a whole book full of unsolicited testimonials of the same order as those few below.

"To me **Jane Addams** is a wonderful lavender flower."  
—J. B. GREEN, Des Moines, Iowa.

"Your **Jap Lady** won't be discarded very soon. It is a wonder."—A. S. AVERY, Minn.

"**Grace E. Kimball** made the best showing of all my blues this summer and not only more satisfactory as a doer than (and he mentions three other famous blues) but is really clearer blue in effect."—E. G. LAPHAM, Indiana.

"Not half enough has been said about **Norma Talmadge**. The well shaped flowers are perfectly placed on a tall, graceful spike with seven or eight flowers open at one time. It's a wonder."—HARRY LILLY, St. Paul, Minn.

"It may be of interest to you to know that I won first prize for the best pink with **Longfellow** and for the best lavender with **Jane Addams**. Both of these have proven wonderful in my garden this year."—H. F. KELLOG, Iowa.

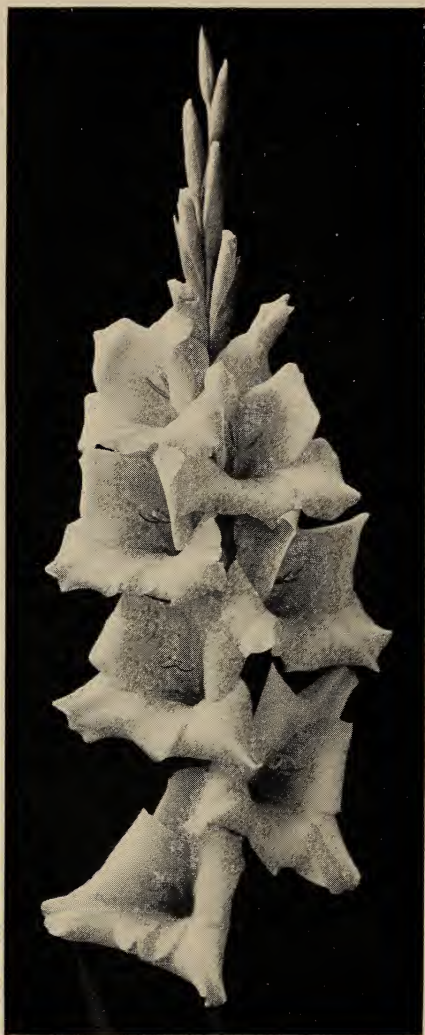
"We had several of your newer varieties this season and wish to tell you how much we admired them. **Longfellow, Jenny Lind, Mrs. Kr. Prestgard** and **Norma Talmadge** are always fine, but **Dr. Mayo**, the huge lavender, was grand. The three lavenders which we had were all fine but I think **Dr. Mayo** surpassed the others in growth and size without losing anything in color. **Grace E. Kimball** was fine in its blue coloring and a very strong grower for a blue. This is the first time we have grown **Jap Lady** and were much impressed with its color which certainly is fine. We enjoyed all of your productions and hope to have many more another season."—G. W. THACKER, Mich.

"Some of my glad surprises are Decorah varieties. I think you should be praised for having produced such wonderful varieties as **Marion Talley, Gertrude Ederle, Gold, Dorothy Vernon** and **Gettysburg**. **Marion Talley** herself should be proud of such a beauty for a namesake. After having seen **Jane Addams** I am very sorry that I do not have stock of that variety."—MYRON D. BIGGER, Kansas.

"I have not seen **Miss Des Moines** but have so much confidence in your modesty when it comes to pricing a new glad that I feel sure one you price at \$25.00 must be an exceptionally fine one."—J. D. LONG, Colorado.

"Hope I am not too late to get some **Jane Addams**. I think it is a wonder."—R. D. LANCASTER, Des Moines, Ia.





*Gold*



"I had about 65 varieties blooming this summer, some of the very best, but **Jenny Lind** received more praise than anything else I had. People simply raved over it. **Gold** also received her share of praise."—MRS. G. D. HESTER, Arkansas.

"**Hazel Dawn** which I exhibited at the N. A. Garden Club Show, won first prize and was the cause of much favorable comment because of its beautiful shade of pink."—JOHN H. PATON, Mass.

"I had **Jenny Lind** this year and it certainly is the prettiest combination of colors I have ever seen."—CHAS. SAWYER, Mich.

"I have the pleasure to inform you that the gladioli which were sent me from your garden were very fine indeed, and I thank you very much."—L. KAWAURA, Tokio, Japan.

"I have your **Jenny Lind** and **Gold**. **Jenny Lind** is indeed a darling and to my mind is the loveliest color blend I have ever seen in glads. I must have **Jap Lady**. I have heard a lot about it."—E. J. FALLU, Adelaide, South Australia.

"The bulbs arrived in fine condition, thanks to your expert packing. I desire to express my heartiest thanks for the generous extras."—G. T. TAYLOR, Christchurch, New Zealand.

"I thot you might be pleased to know that at the Custer County Fair in Broken Bow, Nebr., **Longfellow** easily won first place, where there were about 100 varieties shown. We are growing nearly 450 varieties and your originations all stand among the leaders."—HARALD J. PERRIN, Nebraska.

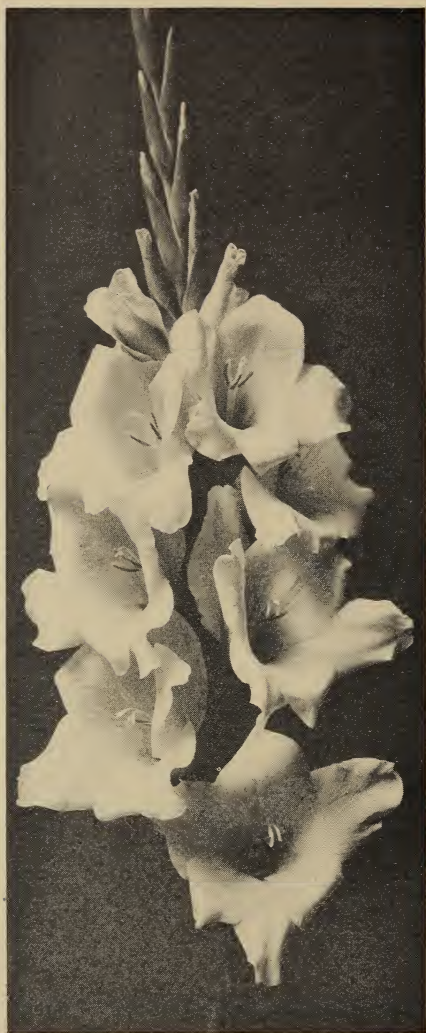
"I think **Jap Lady** is a wonderful creation."—C. E. HOUDYSHEL, California.

"I wish to say that **Carmen Sylva** is queen of all whites."—JACOB D. SPIEGEL, New Jersey.

"I want to say that the **Jenny Lind** glad that I got from you has bloomed and it certainly is a wonderful flower, a shade of pink you rarely see and six flowers open at once and all perfect. Not only by me but by flower experts has it been pronounced a beauty and I think the best I ever saw."—WILLIAM SMITH, New York.

And then a word for the **Glad Booklet**:

"I gladly acknowledge receipt of your Glad Booklet. It is a neat and attractive list and I have been so charmed with its general appearance and the finish of both type matter and illustrations that I have spent a long time in minutely examining every page."—WM. H. V. HALL, Otorohanga, New Zealand.



*Cynthia*



*Gettysburg*

## CULTURAL DIRECTIONS

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The gladiolus is easy to grow. It will do well in almost any good garden soil but a rich sandy loam is best.

Do not plant in the shade of trees or buildings. Especially stay away from trees and shrubs, whose tiny roots suck all the moisture out of the ground in a wide circle.

May be planted from middle of April to latter part of May. Plant in rows, in four-five inch deep trenches, five to six inches between each bulb in the row and at least twenty inches between the rows.

Keep the top soil continually loose and free from weeds. Never allow a hard crust to form after rain or watering. In case of a long severe drought, soak the soil thoroughly once a week at least. Constant cultivation will also help wonderfully.

In cutting the flower spike allow at least four leaves to remain on the stalk. It weakens the bulb to cut stem too low.

Do not plant gladioli in the same patch many years in succession. New ground each year is best. Do not use horse manure as fertilizer. Ground fertilized with old cow manure the previous year is best.

Mark each variety with its proper name, written on a tag, tied to a stake. At blooming time it will add to your pleasure to know the right name of each variety.

Dig bulbs in the late fall and, immediately after digging, cut the stem close to the bulb. Use a sharp knife or a small pruning shear, so you do not tear the husk.

Dry them in open air for a week or two, but protect them from frost at nights. Remove the roots and dirt and the old, decayed bulb. Save the bulblets and plant them again in the spring. Sow them thickly, like peas, in shallow trenches, about two inches deep. They will bloom the second year.

When properly dried and cured store your bulbs away for the winter in a dry, frostproof place in the cellar.

On account of its extraordinary keeping qualities, the gladiolus surpasses all other flowers for cutting purposes. A bouquet can be kept fresh in a vase for a week or more. Not only that, but the blooms will prove even larger, brighter and more beautiful and perfect in every way when cut than when out in the sunny garden.

For the sick-room and hospital and for decorating churches and halls the gladiolus is the ideal flower, not only because of its beauty and stateliness and almost unlimited color-range, but also because of its lack of fragrance.





